



## SPONSOR RELATIONSHIP POLICY

UKELA welcomes sponsorship approaches from other organisations which share our mission of “better law for the environment”.

UKELA is proud of its reputation and would not be able to accept sponsorship which might influence its independence or comes with unacceptable strings. This would not only prejudice UKELA’s performance, but also detract from its attractiveness for other supporters and members.

Sponsorship amounts agreed do not include VAT. UKELA is not currently registered for VAT as its VAT-able activities do not exceed the designated threshold. This is kept under review and sponsors will want to bear this in mind.

Sponsorship can take many forms, from offering meeting rooms and refreshments, to cash in return for an agreed set of actions by UKELA. Most of the cash funding goes into UKELA’s general fund, without restriction. This leaves the trustees of UKELA free to use the funding for the good of the organisation, consistent with the agreed priorities of the organisation as set out in its Strategic Plan.

Main opportunities for sponsors:

- Fundraising: Sponsors can add their name to any fundraising events held by UKELA. Recent opportunities have included fundraising lunches, hosted by a sponsor organisation;
- The Annual Conference: A package of sponsor opportunities for the annual conference is produced yearly (usually in the autumn of the prior year). It is circulated to any interested parties with priority given to previous sponsors;
- The Annual Garner lecture: the opportunity to host the event and associated activity;
- Events: this is usually hosting the event and providing light refreshments such as wine/nibbles;
- Students: conference places, competitions and other opportunities to support students are available;

What a sponsor can expect:

- Logo on promotional materials, booking websites and programme;
- Depending on the event, the opportunity to place a banner or similar;
- Close liaison with the UKELA team, who will discuss with the sponsor mutually beneficial arrangements and how to maximise the opportunity, as well as managing any potential conflicts with other sponsors;
- Fair and open treatment of any approaches;

What a sponsor should not expect:

- Free advertising or promotion;
- Receiving substantially more than others or more than agreed at the outset;
- Being able to influence the work of the organisation as a whole, or the programme agreed at the sponsored event;

UKELA's trustees retain the right to choose the best sponsors for the organisation and to work closely with them to mutual benefit. The final decision on any sponsorship rests with UKELA's Council. If you are interested in sponsorship please contact us at [info@ukela.org](mailto:info@ukela.org)